

EFFECTIVE COMMUNICATION FOR GOVERNMENT EMPLOYEES

“Enhancing Clarity, Credibility, and Collaboration in Public Sector Communication”

Schedule

Date	Venue	Fees
26 - 27 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
21 - 22 May 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Clear and effective communication is essential in government and public service roles, where credibility, transparency, and public trust are critical. Whether interacting with citizens, writing reports, or coordinating across departments, public sector employees must deliver messages that are clear, professional, and impactful.

This two-day course is designed to improve communication effectiveness in public sector environments. Through interactive sessions and real-life case examples, participants will gain the skills to communicate clearly, listen actively, write professionally, and handle difficult conversations with diplomacy and confidence.

Objectives

By the end of this course, participants will be able to:

- Communicate with clarity, purpose, and professionalism in public service roles
- Adapt messaging for internal and external stakeholders
- Listen actively and respond effectively in high-pressure or sensitive contexts
- Write concise, accurate, and reader-friendly official communications
- Build rapport, resolve misunderstandings, and manage difficult interactions

Why Attend

- Strengthen your ability to convey complex information simply and clearly
- Improve communication within departments, across agencies, and with the public
- Build greater trust and professionalism in your interactions
- Develop skills to write impactful reports, memos, and correspondence
- Gain confidence in managing difficult conversations and feedback

Target Audience

This program is designed for:

- Government employees and public sector staff at all levels
- Civil servants and administrative professionals
- Department heads and team leaders in government agencies
- Policy officers, program coordinators, and front-line service staff
- Anyone responsible for communicating within or on behalf of a government entity

Individual Benefits

Key competencies that will be developed include:

- Written and verbal communication effectiveness
- Public sector etiquette and professional tone
- Listening, summarizing, and responding skills
- Confidence in managing internal and external inquiries
- Greater impact and clarity in government messaging

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More efficient and effective information sharing
- Improved public satisfaction and stakeholder trust
- Greater alignment in messaging across departments
- Reduced miscommunication and administrative errors
- A more professional and responsive public service culture

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Communication models, public sector expectations, and professional standards
- Case Studies - Government-specific communication challenges and resolutions
- Workshops - Writing improvement, listening drills, and feedback simulations
- Peer Exchange - Group exercises and experience sharing from real workplace settings
- Tools - Email templates, message planners, response scripts, and clarity checklists

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Core Communication Skills for Public Service

- Module 1: The Foundations of Effective Government Communication (07:30 – 09:30) • Principles of public sector communication • Professional tone, clarity, and audience adaptation • Communication rights, obligations, and boundaries
- Module 2: Verbal Communication and Listening (09:45 – 11:15) • Active listening and questioning techniques • Handling complaints and inquiries constructively • Speaking clearly and respectfully under pressure
- Module 3: Written Communication for Government Settings (11:30 – 01:00) • Structure and tone of memos, emails, and formal letters • Writing clearly and concisely for public understanding • Avoiding jargon, ambiguity, and misinterpretation
- Module 4: Workshop – Rewrite and Improve Real Messages (02:00 – 03:30) • Participants edit and enhance sample government communications

Day 2: Building Trust, Resolving Conflict, and Influencing Positively

- Module 1: Communicating Across Cultures and Departments (07:30 – 09:30) • Adapting communication style for different audiences • Inter-agency collaboration and briefing techniques • Building trust and rapport with colleagues and stakeholders
- Module 2: Managing Difficult Conversations and Feedback (09:45 – 11:15) • Conflict de-escalation and message framing • Delivering constructive feedback with professionalism • Responding to criticism and emotional situations
- Module 3: Presenting and Representing Professionally (11:30 – 01:00) • Public speaking and meeting etiquette • Speaking with authority and confidence in briefings • Non-verbal communication in public contexts
- Module 4: Final Workshop – 30-Day Communication Improvement Plan (02:00 – 03:30) • Develop personal goals and team initiatives • Peer coaching and closing reflection

Certification

Participants will receive a Certificate of Completion in Effective Communication for Government Employees, validating their ability to communicate clearly, professionally, and confidently in public sector roles and responsibilities.

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- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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